

PBS BROADCAST PARTNERSHIP OPPORTUNITY

“An entirely new way of imagining memory, trauma & emotional experience. Its beauty is matched only by its brilliance. *See Memory* should be required viewing.”

R. John Williams, Professor of English & Film, Yale University

See Memory

“Award-winning artist and filmmaker Viviane Silvera has created a masterpiece.”

Bridgit Patterson, Video Librarian

ABOUT THE PROGRAM

See Memory is an exploration of the power of memory in our lives, and how traumatic memories can prevent us from living fully in the present and envisioning our futures. The film offers a roadmap for changing our relationships to memory and regaining hope and agency. *See Memory* is made out of 30,000 hand painted stills that accompany narration from interviews with leading neuroscientists and psychiatrists including Nobel Laureate, Eric Kandel.

The Science Behind See Memory follows the film with insights from the experts whose work inspired *See Memory*. Viewers are invited into Silvera’s studio to learn about her creative process, groundbreaking discoveries in memory research, and how science shines a light on the dark corners of our minds. *The Science Behind See Memory* features ambitious new work from Silvera, who was inspired to paint over 10,000 new stills that help visualize new revelations about how our brains process traumatic memory. *The Science Behind See Memory* celebrates the inextricable bond between art and science and the importance of having them inform one another.

“An outstanding portrayal of how memory & trauma can shape our lives.”

Silvana Riggio, M.D, Neurologist & Psychiatrist, Mount Sinai Icahn School of Medicine

PBS TELEVISION BROADCAST

See Memory and *The Science Behind See Memory*, will reach more than 3 million viewers through its national PBS broadcast. The film will inspire and encourage millions of people to find hope in the science of memory.

The PBS premiere is scheduled for October 2024—concurrent with Depression Awareness Month. Public television stations will be granted the right to broadcast and re-air *See Memory* an unlimited number of times over a three year period.

PBS projects **above average national viewership** for *See Memory* due to significant repeat broadcasts and its appeal to PBS core viewer demographics. With over 21 million adults in the U.S suffering from depression each year, 8 million from PTSD and 2.5 million from TBI and 40% of adults experiencing memory loss after the age of 65, PBS anticipates *See Memory* will enjoy extended relevance through its public television broadcast life.

“Thoroughly impressed and deeply moved.”

Daniela Schiller, PhD, Professor of Psychiatry & Neuroscience,
Director of the Schiiller Lab, Mount Sinai Icahn School of Medicine

PBS UNDERWRITING OPPORTUNITY

Because your organization is aligned with the film's empowering message, we would like to offer you a unique opportunity to secure a tax-deductible underwriting spot during the film's broadcast. (“This program was brought to you by: your company, logo & custom message”)

Your organization will have a dedicated 5 -15 second message at the opening and closing credits of all *See Memory* PBS broadcasts, creating more than 4 million high-value impressions. Your underwriting is built into the program for the film's October national premiere and remains attached throughout the life and all repeat broadcasts of the film's three-year run on PBS.

With limited messages available, your message will stand out in an uncluttered advertising environment, and your support for this broadcast will resonate deeply with the PBS audience.

PBS: A TRUSTED ENVIRONMENT. AN AFFLUENT AND ENGAGED AUDIENCE

According to a recent Young and Rubicam study, PBS ranks as the #1 most trusted media brand ahead of all other broadcast and cable networks and ahead of other media brands. **It is the perfect platform to reach an affluent, well-educated audience who cares about their community, science and mental health issues.**

- 95% are more likely to have a HHI of \$150K+
- PBS.org users are 73% more likely to donate \$1,000+ to nonprofits
- 76% of PBS viewers agree sponsors are committed to quality and excellence
- 59% pay more attention to the spots they see on PBS than those on other networks
- 62% agree that PBS sponsors are industry leaders

In addition to it's television broadcast, *See Memory* will be available on PBS.ORG and PBS PASSPORT. **PBS general audience programs garner 243 Million streams annually.**

- TV: **160 Million users per year**
- PBS.ORG: **65 Million users per month**
- PASSPORT: **4.4 Million users YTD**

“A testament to the power of art and story to enrich & revive the human spirit.”

Andrea Kalin, CEO Spark Media

ABOUT THE FILMMAKER

Viviane Silvera is an award-winning artist & filmmaker. She won the *Award of Excellence in Painting* from the Edward Hopper House & has exhibited at Art Basel Miami, Art Week Berlin & the Bill & Melinda Gates Foundation. Her work is in the collections of Duke University, Vanderbilt University, Vassar College, Davidson College, the Ziff Davis Corporate Collection, the Clinton Presidential Library & Tribeca Flashpoint Media Academy.



“ Beautiful, I’ve never seen anything like it. *See Memory* contributes to the complex interplay of narrative & neuroscience.”

Dr. Paul Browde, Professor of Narrative Medicine at Columbia School of Professional Studies



JOIN US

“A beautifully crafted piece that would resonate greatly with a wide audience. I would strongly recommend this film to anyone, period.”

Bridgit Patterson, Video Librarian

TAX-DEDUCTIBLE UNDERWRITING

PLATINUM SPONSOR \$50,000

- Executive producer credit
- 15 second underwriting spot with logo and custom message on PBS Broadcast before and after the film (30 secs total) for 3 years.
- Underwriting streaming on SmartTV and the PBS App
- Market sponsorship of the upcoming broadcast on website, social media, newsletters, internal communications, advertising in blog posts, to employees and customers.
- Host a private screening for employees
- Limited Edition Print from *See Memory*

GOLD SPONSOR \$25,000

- Co- producer credit
- 10 second underwriting spot with logo and custom message on PBS Broadcast, before and after the film (20 secs total) for 3 years
- Underwriting streaming on SmartTV and the PBS App
- Market the upcoming broadcast and that you are a sponsor, on your website, social media, newsletters, internal communications, advertising in blog posts, to employees and customers.
- Host a private screening for employees
- Limited Edition Print from *See Memory*

SILVER SPONSOR \$10,000

- Associate Producer credit
- 5 second underwriting spot with logo and custom message on PBS Broadcast, before and after the film (10 secs total) for 3 years
- Underwriting streaming on Smart TV and the PBS App
- Market the upcoming broadcast and that you are a sponsor, on your website, social media, newsletters, internal communications, advertising in blog posts, to employees and customers
- Invitations to special events